



**Courtney Sanchez** · 2nd

Chief Operating Officer at Vimeo

New York, New York · 500+ connections · [Contact info](#)



Vimeo



Bucknell University

## Experience



**Vimeo**

6 yrs 1 mo



**Chief Operating Officer**

Feb 2018 – Present · 2 yrs 2 mos



**SVP, Business Intelligence & Strategy**

Oct 2016 – Feb 2018 · 1 yr 5 mos



**VP, Business Intelligence & Analytics**

Mar 2014 – Oct 2016 · 2 yrs 8 mos

New York, NY

Experienced Senior Executive leading the Business Intelligence & Analytics function for all of Vimeo.

- Responsible for staffing and developing the Business Intelligence & Analytics team within Vimeo, with responsibilities covering Product and A/B Testing Analytics, Consumer Insights and E ...[see mor](#)



**HBO**

9 yrs



**VP, Web Analytics**

Jan 2011 – Mar 2014 · 3 yrs 3 mos

Develop actionable research strategies that further the understanding of consumers and their behavior across HBO's digital properties. This includes the company's digital efforts from a promotional / brand perspective and "TV Everywhere" (HBO GO/MAX GO). In addition, direct and oversee the analysis of that behavioral data and the various marketing efforts that drive c ...[see more](#)

- **Director, Web Analytics**  
2008 – 2011 · 3 yrs

[Show 1 more role](#) ✓

## Education



### Bucknell University

Bachelor of Science (BS), Business Administration and Management, General  
1993 – 1997



### NYU Stern School of Business

MBA, Marketing

## Skills & Endorsements

### Analytics · 18



Endorsed by **Marcie Roth and 1 other** who is highly skilled at this



Endorsed by 12 of Courtney's colleagues at HBO

### Digital Media · 17



Endorsed by **Amy Rosenthal and 7 others** who are highly skilled at this



Endorsed by 13 of Courtney's colleagues at HBO

### Web Analytics · 17



Endorsed by **Marcie Roth**, who is highly skilled at this



Endorsed by 14 of Courtney's colleagues at HBO

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## Interests

**Jack Welch** 

Executive Chairman, The Jack Welch Man...  
7,311,835 followers

**Melinda Gates** 

Co-chair of the Bill & Melinda Gates Fo...  
2,438,441 followers

**Bucknell University**

41,883 followers

**Northern Highlands Regional Hig**

449 members

**Forrester**

195,839 followers

**Digital Analytics Association**

20,969 members

[See all](#)